

## Message Text

CONFIDENTIAL

PAGE 01 BONN 05410 01 OF 02 121802 Z

44

ACTION EUR-25

INFO OCT-01 EA-11 ADP-00 GAC-01 CIAE-00 DODE-00 PM-09 H-02

INR-10 L-03 NSAE-00 NSC-10 PA-03 RSC-01 PRS-01 SS-15

USIA-12 EB-11 SCI-06 COME-00 INT-08 AEC-11 SCEM-02

OEP-01 FPC-01 RSR-01 /145 W  
----- 053596

R 121747 Z APR 73

FM AMEMBASSY BONN

TO SECSTATE WASHDC 4463

INFO AMEMBASSY LONDON

AMEMBASSY PARIS

AMEMBASSY ROME

AMEMBASSY TOKYO

USMISSION EC BRUSSELS

USMISSION OECD PARIS

C O N F I D E N T I A L SECTION 01 OF 02 BONN 05410

E. O. 11652: GDS

TAGS: ENRG, US, OECD

SUBJECT: PRESIDENT'S ENERGY MESSAGE: PUBLIC AFFAIRS

FOLLOW- UP

REF: USIA CIRCULAR 4671

1. SUMMARY. WE ARE UNEASY ABOUT PLANS TO FOLLOW- UP THE PRESIDENT'S ENERGY MESSAGE WITH A MAJOR PUBLIC AFFAIRS EFFORT OVERSEAS IN THE ENERGY FIELD. WHILE WE ARE NOT FULLY INFORMED REGARDING WHICH US OBJECTIVES THIS PUBLIC AFFAIRS EFFORT WILL STRESS, WE BELIEVE IN ONE KEY AREA -- CONSUMER COUNTRY COOPERATION -- A GENERAL EFFORT TO TALK UP THE ENERGY PROBLEM COULD MOVE EUROPEAN OPINION IN WAYS COUNTER TO US OBJECTIVES. WE BELIEVE THAT A U. S. CALL FOR INTERNATIONAL COOPERATION COULD, IN EUROPE, BEST BE FURTHERED BY PROMPT AND DISCREET CONSULTATIONS WITH GOVERNMENTS BY A HIGH- LEVEL US REPRESENTATIVE -- IF POSSIBLE IN ADVANCE OF THE  
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PAGE 02 BONN 05410 01 OF 02 121802 Z

PRESIDENT' S MESSAGE, AS WAS DONE SO SUCCESSFULLY IN THE CASE OF THE TRADE BILL. OUR PUBLIC AFFAIRS PROGRAM SHOULD BE LARGELY A REACTIVE ONE, DESIGNED TO COUNTER ANY MISCONCEPTIONS THAT MIGHT ARISE. END SUMMARY.

2. WE ASSUME A MAJOR US OBJECTIVE WITH REGARD TO OECD COUNTRIES WILL BE TO GAIN SUPPORT FOR A US CALL FOR CONSUMER COOPERATION IN THE ENERGY FIELD. IN THE VITAL PETROLEUM FIELD WE ASSUME WE WOULD LIKE SUCH COOPERATION EVENTUALLY TO INCLUDE COORDINATION OF DEALINGS WITH PRODUCERS TO MINIMIZE INCREASES IN ENERGY COST, SHARING ARRANGEMENTS IN CRISIS SITUATIONS, AND ARRANGEMENTS TO INCREASE SECURITY OF SUPPLY.

3. IN THESE SENSITIVE AREAS, WE BELIEVE GENERAL EFFORTS TO TALK UP THE " ENERGY CRISIS" WOULD, IN EUROPE, MOVE BOTH THE EUROPEAN PUBLIC AND GOVERNMENTS IN WAYS COUNTER TO US OBJECTIVES. IN PARTICULAR, WE BELIEVE BROAD AND REPEATED COVERAGE OF OUR DRAMATIC ENERGY PROBLEM FROM US SOURCES MIGHT:

A. CREATE THE IMPRESSION THAT THE ENERGY PROBLEM IS FIRST AND FOREMOST A US PROBLEM.

B. WEAKEN, THEREBY, THE INCENTIVE TO JOIN WITH THE US., FEARING THE COURSE AND TIMING OF CONSUMER COOPERATION EFFORTS WILL BE DETERMINED BY US REQUIREMENTS.

C. UNDERMINE CONFIDENCE IN THE AMERICAN INTERNATIONAL COMPANIES IN EUROPE AS A RELIABLE SOURCE OF CRUDE SUPPLY, GIVEN THE PROSPECT THAT THEY IN A US SUPPLY PINCH MIGHT BE INDUCED TO DIVERT SUPPLIES TO THE US.

4. WHAT WE ARE AFRAID OF IS THE POSSIBLE DEVELOPMENT OF A EUROPEAN WISDOM ON THE ENERGY SUPPLY PROBLEM WHICH WOULD RUN ALONG THE FOLLOWING LINES. BECAUSE...

-- THE MOTIVE FORCE BEHIND THE PROBLEM IS BURGEONING US PETROLEUM IMPORT REQUIREMENTS, PERCEIVED BY THE US TO BE BOTH A THREAT TO OUR PHYSICAL SECURITY AND OUR BALANCE OF PAYMENTS

-- SECURING THE REQUIRED SUPPLIES AT A COST THE US CAN BEAR, MAY BRING THE US TO SOME KIND OF CRUNCH  
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PAGE 03 BONN 05410 01 OF 02 121802 Z

IN RELATIONS WITH PRODUCERS

-- WHEN THIS HAPPENS, THE US WOULD NATURALLY LIKE  
TO HAVE WHATEVER ACTIONS IT HAS TO TAKE BENEFIT FROM A  
FRAMEWORK OF INTERNATIONAL COOPERATION; BUT THE TIMING  
AND NATURE OF MOVES WILL BE DETERMINED BY US NEEDS.  
THEREFORE...

-- THE PRUDENT EUROPEAN WOULD DO BETTER TO DO  
WHAT HE CAN NOW TO SECURE HIS SUPPLY, LEAVING THE US  
TO DO WHAT IT HAS TO DO LATER ON ITS OWN.

5. TO SOME EXTENT INCREASED EUROPEAN PUBLIC AWARENESS  
OF A POTENTIAL SUPPLY PINCH MAY INEVITABLY LEAD TO  
PRESSURE ON GOVERNMENTS TO "ACT", IN TERMS OF TAKING  
CARE OF THEMSELVES. (SEE, FOR EXAMPLE, THE ARTICLE

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PAGE 01 BONN 05410 02 OF 02 121802 Z

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R 121747 Z APR 73  
FM AMEMBASSY BONN  
TO SECSTATE WASHDC 4464  
INFO AMEMBASSY LONDON  
AMEMBASSY PARIS  
AMEMBASSY ROME  
AMEMBASSY TOKYO  
USMISSION EC BRUSSELS  
USMISSION OECD PARIS

C O N F I D E N T I A L SECTION 02 OF 02 BONN 05410

"WAITING FOR A MIRACLE" IN THE DIE ZEIT OF MARCH 3 O  
WHICH IN EFFECT URGES THE FRG TO START MATCHING THE  
JAPANESE). BUT WE CAN, UNLESS WE PROCEED CAREFULLY,  
ACCELERATE THIS AWARENESS IN WAYS WHICH REINFORCE

THE TYPE OF NOTION SPELLED OUT IN THE PRECEDING  
PARAGRAPH.

6. WE APPRECIATE THAT, FOR DOMESTIC REASONS, US  
SPOKESMEN MUST EMPHASIZE THE URGENT AND CRITICAL NATURE  
OF THE ENERGY SUPPLY AND COST PROBLEMS BEFORE US.  
WHILE WE CAN NOT TALK A DIFFERENT MESSAGE ABROAD THAN  
WE DO AT HOME, THIS MESSAGE CAN HAVE UNDESIRABLE AND  
UNINTENDED EFFECTS OVERSEAS, WHICH WILL IMPINGE ON THE  
EXTENT AND STYLE OF OUR EFFORTS TO SPREAD OUR MESSAGE  
OVERSEAS. SPECIFICALLY, WE BELIEVE IT ARGUES AGAINST  
GENERAL EFFORTS TO TALK- UP THE ENERGY PROBLEM AND  
AGAINST EFFORTS TO MAXIMIZE THE FOREIGN COVERAGE OF  
THE DOMESTIC ASPECTS OF US ENERGY PROPOSALS. ( THE  
INTERNATIONAL SIDE OF THE PRESIDENT' S MESSAGE WILL GET  
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PAGE 02 BONN 05410 02 OF 02 121802 Z

EXTENSIVE COVERAGE IN ANY EVENT.)  
7. VIEWED, FROM HERE, A SOUND STRATEGY FOR GETTING  
EUROPEAN COOPERATION WOULD APPEAR TO BE ONE INCLUDING  
THE FOLLOWING ELEMENTS. A HIGH- LEVEL US REPRESENTATIVE  
COULD CONSULT WITH EUROPEAN GOVERNMENTS ON THE KEY  
ELEMENTS OF THE PRESIDENT' S MESSAGE OF INTEREST TO  
THEM. IF TIMING PERMITS, THIS SHOULD BE DONE BEFORE  
THE MESSAGE IS DELIVERED, AS WAS DONE SO SUCCESSFULLY  
IN THE CASE OF THE CONSULTATIONS ON THE TRADE BILL.  
A CALL FOR INTERNATIONAL COOPERATION IN THE PRESIDENT' S  
MESSAGE WOULD THEN BE FOLLOWED UP WITH THE DEVELOPMENT  
OF SPECIFIC PROPOSALS FOR CONSUMER COUNTRY COOPERATION  
WHICH WOULD BE DISCREETLY PURSUED, FIRST, BILATERALLY  
WITH THE KEY EUROPEAN GOVERNMENTS, AND THEN AT A HIGHER  
LEVEL OF GENERALITY IN AN INTER- GOVERNMENTAL FORUM,  
PROBABLY THE OECD. IN THE MEANTIME, OUR PUBLIC AFFAIRS  
EFFORT MIGHT BE ONE CONCENTRATING ON DISSEMINATING THE  
BASIC INFORMATION ON US POLICY, THROUGH OUR  
DISTRIBUTION CHANNELS, AS WELL AS SPECIALLY WRITTEN  
ARTICLES AND TEXTS OF SPEECHES BY AUTHORITATIVE U. S.  
SPOKESMEN ON THE INTERNATIONAL ASPECTS OF THE ISSUE  
WHICH WOULD SERVE TO PLACE THEM IN THE RIGHT  
PERSPECTIVE AND FORESTALL POSSIBLE MISCONCEPTIONS.  
HILLENBRAND

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\*\*\* Current Handling Restrictions \*\*\* n/a

\*\*\* Current Classification \*\*\* CONFIDENTIAL

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**Current Classification:** UNCLASSIFIED  
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**Copy:** SINGLE  
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**Decaption Date:** 01 JAN 1960  
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**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** boyleja  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
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**Disposition Reason:**  
**Disposition Remarks:**  
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**Executive Order:** RR  
**Errors:** n/a  
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**Handling Restrictions:** n/a  
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**Subject:** PRESIDENT' S ENERGY MESSAGE: PUBLIC AFFAIRS FOLLOW- UP  
**TAGS:** ENRG, US, OECD  
**To:** EC BRUSSELS  
EUR  
LONDON  
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